

SYLLABUS

International marketing and export management 15 credits M0028N

Internationell marknadsföring och export

Course syllabus admitted: Spring 2023 Sp 3 - Present

**DECISION DATE
2022-06-14**

International marketing and export management 15 credits M0028N

Internationell marknadsföring och export

First cycle, M0028N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed courses of at least 60 credits in the subject area Business Administration with at least the grade Pass. This must include the following courses: Principles of Marketing (M0015N) 7,5 credits and International business environment (M0022N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 1-165 credits.

Examiner

Tim Foster

Course Aim

After passing the course, the student should be able to:

Knowledge and understanding

1. PART A: Describe and explain key concepts, theories and models related international marketing from a strategic perspective.
2. PART B: Describe and explain key concepts, theories and models related to international marketing from a scholarly research perspective.

Competence and skills

PART A: Strategic focus

3. Apply tools and concepts related to international marketing in order to analyze a real company/brand planning on entering a new, international market.
4. Analyze internal and external factors influencing a company's international marketing strategy.
5. Analyze and develop a SWOT analysis and marketing objectives for an actual company.
6. Analyze and develop an international marketing strategy, including a part of the marketing campaign being developed incorporates a form of corporate social responsibility (CSR).

PART B: Scholarly research focus

7. Conduct and report a research proposal, with a completed Chapter One (Introduction leading to a research problem/purpose) and outlines for Chapters Two (Literature Review) and Chapter Three (Methodology), based on appropriate theories/models.

Judgement and approach

PART A: Strategic focus

8. Analyze and evaluate international marketing from a strategic, CSR perspective, with the help of theories connected to the area.
9. Apply a strategic approach to define problems in international marketing campaigns and critically reflect upon and develop a company's marketing practices.
10. Apply what they have learned in the form of a written marketing plan and oral presentation.
11. Critically reflect on one's own learning within the subject area

PART B: Scholarly research focus

12. Analyze and evaluate international marketing/business from a scholarly research perspective, with the help of theories connected to the area.

Contents

PART A: In the 21st century, globalization is having an impact on all aspects of business strategy, both for SMEs and MNEs. The course is considered a “capstone course” and aims to ask students to take what they have learned from previous courses (lectures and textbooks), as well as continue learning about marketing from an international perspective in this course. As a capstone course, it is project-based, with students working primarily in teams to develop a comprehensive, international marketing campaign with a CSR component added to it. This shows them that companies and their brands can not only continue to utilize marketing to make more money but make a difference in the world as well. Areas covered in the course include developing a comprehensive, international marketing campaign (and marketing plan) to help an actual company/brand not only create more revenue but make a positive difference in the world as well. To do this, students learn about writing a marketing plan, including but not limited to an introduction focused on globalization and the increased importance of international marketing; a situation analysis that leads to an overall SWOT for the project they are working on; developing specific, measurable marketing objectives; developing a strategy through the 4 Ps to reach those objectives; and a marketing activity chart that aids in the implementation of that international marketing campaign. The course highlights the importance of different aspects of international marketing, both at a strategic but also tactical level.

PART B: Research in the area of international marketing plays a major role in the ongoing understanding of how globalization and digitalization are changing the ways companies are doing business across the globe. This part of the course will involve getting a head start on their bachelor’s thesis that takes place in the term that follows this one, working on a research proposal, including but not limited to a completed “Chapter One” for their thesis. During lectures/seminars, students will engage in discussions that help them to critically analyze and understand current topics for research related to international marketing and international business.

Realization

Each course occasion’s language and form is stated and appear on the course page on Luleå University of Technology's website.

This course includes lectures, seminars, workshops, individual/pair assignments, and group assignments, as follows in both Parts A and B:

PART A: Students will practice independent work with individual assignments, as well working in small teams. The students will practice problem solving and collaboration capabilities through group assignments. They will work on a group project work that prepares the students for upcoming thesis, as they will design, develop and present a marketing campaign for an international brand. During lectures, the students get to engage in group discussions that help them to critically analyze current topics, such as the role of CSR in international marketing efforts.

PART B: Students will work in pairs, and at times individually (depends on number of students in the course), with assignments that are used to develop a first chapter and research proposal for their bachelor’s thesis during the term that follows this one.

The course is given in English; thus, students will practice their ability to communicate in spoken and written English.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is assessed through both individual and group assignments (Part A) and working in pairs/possibly individually (Part B):

PART A: Course aims 1, 3-6, and 8-11 are assessed through a group project and presentation, as well as through individual assignments.

PART B: Course aims 2, 7, and 12 are assessed through working in pairs/individually in the development of a research proposal as a head start for their bachelor's thesis in the term that follows this one.

Results from all parts of the examination are weighted together for the final course grade (U/G/VG).

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Due to similar content, the course cannot be included in a degree together with the courses M0006N, M0014N, M0020N, or other courses with similar content.

Overlap

The course M0028N is equal to G0020N

Literature. Valid from Spring 2023 Sp 3

Keegan, W & Green, M Global Marketing: Global Edition, latest edition or up to two editions before latest edition. Pearson Higher Education. (ISBN 10: 1292150769; ISBN 13: 9781292150765)

Scholarly journal articles related to the topics covered in the course.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0004	PART A: Written group assignment	U G#	4	Mandatory	A21	
0005	PART A: Oral group presentation	U G#	2.5	Mandatory	A21	
0006	PART A: Individual assignments	U G#	1	Mandatory	A21	
0007	PART B: Written pair/individual assignments	U G#	3.5	Mandatory	A21	
0008	PART B: Written pair/individual research proposal	U G#	4	Mandatory	A21	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-06-14

Syllabus established

by Director of Undergraduate Studies Bo Jonsson Department of Business Administration, Technology and Social Sciences 2011-02-07